



Find business contacts in Central America without leaving your office – at *CAFTA Marketplace*, a U.S. Department of Commerce Catalog Exhibition, March 22-April 22, 2004.



Dear Exporter:

To capitalize on opportunities for U.S. businesses stemming from the U.S.-Central America Free Trade Agreement (CAFTA), the U.S. Department of Commerce will promote U.S. products and services at ***CAFTA Marketplace***, an official U.S. Catalog Exhibition in five markets covered by CAFTA, plus an additional show in Panama. ***CAFTA Marketplace*** will take place from March 22 to April 22, 2004.

For **only \$450** participation in ***CAFTA Marketplace*** will deliver exposure at high-profile catalog shows in Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, and Panama – and more:

- ✓ Hundreds of qualified business representatives will review your catalogs in each market.
- ✓ You'll receive a record of all visitors who expressed interest in doing business with your firm.
- ✓ Your firm's product profile will circulate widely in print and on-line Spanish-language directories.
- ✓ You can benefit from individual export counseling at your nearest U.S. Export Assistance Center.

With CAFTA negotiations on track for completion by the end of this year, U.S. companies stand to benefit from open markets, expanded business opportunities, and stronger trade ties with Central America.

- Last year, U.S. exports to Central America reached an estimated \$11.5 billion – about the same total as U.S. exports to Russia, India and Indonesia combined.
- U.S. exports to Central America grew 17% in the first six months of 2003, compared to the same period last year, and are on track to reach \$13 billion in 2003.
- Approximately 74% of U.S. goods enter Central American markets duty free under the Caribbean Basin Initiative and Generalized System of Preference.
- About 78% of U.S. exporters to the region are small and medium-sized businesses – which generate nearly half of U.S. export value to Central America.

To participate:

- 1.** Complete the enclosed **Participation Agreement**. Include a copy of the Participation Agreement in each shipment of your catalogs to the show locations. If you pay by credit card, include your card information only on the copy faxed to Washington and your own file copy – not on copies for overseas locations. (Export management companies may represent up to three firms, which will be listed separately in the show directory. Include distinct product and company information for each listing desired.)
- 2.** By **January 15, 2004**, fax your Participation Agreement, with **credit card payment**, to Margaret Gottlieb at **314-425-3381**.

If you prefer to pay **by check** – payable to the U.S. Department of Commerce – **please use a courier service** (e.g., FedEx, DHL, UPS) to deliver your Participation Agreement and payment to:

Margaret Gottlieb
U.S. Department of Commerce
8235 Forsyth, Ste. 520
St. Louis, MO 63105
Tel: (314) 425-3302 Fax: (314) 425-3381

3. **Send your catalogs to the show locations, using U.S. first-class mail only.** Include three copies of your full product-line literature, or three copies each of up to three separate product-line catalogs, with a copy of the Participation Agreement, to each address where you wish to exhibit. (The fee remains the same whether you participate at some or all locations.)

Please put your packages in the mail no later than **January 15, 2004.**

For Guatemala:

U.S. Embassy Guatemala
Unit 3306
APO AA 34024
Attn: Mitch Larsen

For El Salvador:

FCS Unit 3106
APO AA 34023
Attn: Daniel Thompson

For Honduras:

FCS Unit 2923
APO AA 34022

For Nicaragua:

Embassy of the United States of
America
Econ/Commercial Section
APO AA 34021

For Costa Rica:

Commercial Section
U.S. Embassy
Unit 2508
APO AA 34020
Attn: Margaret Hanson-Muse

For Panama:

Patrick T. Wall
Senior Commercial Officer
Commercial Service
Unit 0945
APO AA 34002

Mark all packages **“For CAFTA Catalog Show”** and send them to the above addresses, where they will be forwarded free of charge to the overseas locations – **you pay only U.S. first-class postage**. Be sure to use U.S. first-class mail only, as other services will not deliver packages to the mail centers listed above. You may enclose a small product model or videotape. **Please do not send catalogs to the U.S. Department of Commerce in Washington, or St. Louis.**

I encourage your company to take advantage of this opportunity to launch or expand your export business in Central America’s growth markets. Please don’t hesitate to contact me today if you have questions about **CAFTA Marketplace** or any of our catalog exhibitions in other parts of the world.

Sincerely,

Margaret Gottlieb

U.S. Department of Commerce
Phone: 314-425-3302 / Fax: 314-425-3381
E-mail: margaret.gottlieb@mail.doc.gov

PARTICIPATION AGREEMENT

1. Name, date, sites, and event identification:

CAFTA Marketplace (C/WH)

03/22/04-04/22/04 • Central America • 4K1C

Company name:

Contact name and title:

Address:

Phone:

Fax:

E-mail:

Web:

2. Product description (maximum 35 words):

3. Industry sector: "CAFTA Marketplace" will promote U.S. equipment, supplies, and services in the following sectors. Please circle the appropriate letter(s) for your firm – no more than three:

- A. Agricultural Chemicals
- B. Agricultural Machinery
- C. Air Conditioning and Refrigeration
- D. Automotive Parts/Service
- E. Building Products
- F. Commercial Fishing Equipment
- G. Computers and Peripherals
- H. Computer Services/Internet Business
- I. Construction Machinery
- J. Consumer Goods
- K. Cosmetics
- L. Drugs and Pharmaceuticals
- M. Electric Power Generation
- N. Environmental Technologies
- O. Food Processing/Packaging
- P. Franchising
- Q. Hotel/Restaurant/Casino
- R. Medical Equipment

- S. Paper/Paperboard
- T. Plastics Materials/Resins
- U. Processed Foods
- V. Safety and Security
- W. Sporting Goods
- X. Telecommunications
- Y. Textile Machinery and Fabrics

4. Company is new to export:

☐ Yes

☐ No

New to market in: ☐ Guatemala

☐ Honduras

☐ El Salvador

☐ Nicaragua

☐ Costa Rica

5. Marketing objectives: Please circle the appropriate letter(s) to indicate your business objectives in each market:

A Sales agent/representative

P Partnership/joint venture

D Distributor

U End-user/direct sales/dealer

L Licensing agreement

Guatemala City, Guatemala

Mar. 22-23, 2003

A D L P U

San Salvador, El Salvador

Mar. 24-25, 2003

A D L P U

San Pedro Sula, Honduras

Mar. 26, 2003

A D L P U

Managua, Nicaragua

Mar. 29, 2003

A D L P U

San Jose, Costa Rica

Mar. 31-Apr. 1, 2003

A D L P U

Panama City, Panama

Apr. 21-22, 2003

A D L P U

6. Overseas representatives: If applicable, name and contact information of overseas representative(s) already in above country(ies):

7. Your company's principal business activity:

☐ Manufacturing

☐ Agent, broker, or manufacturer's rep

☐ Service

☐ Export management

☐ Other: _____

8. No. of employees:

☐ 1-50

☐ 101-299

☐ 501-1,000

☐ 51-100

☐ 300-500

☐ 1,000+

9. Participation fee of \$450:

☐ Check payable to U.S. Department of Commerce

☐ Visa

☐ MasterCard

☐ AmEx

☐ Discover

Card number: _____

Expiration date: _____

Cardholder name: _____

(Please type or print clearly.)

Signature/Date: _____

Company/Participant Certification of Agreement: Company/Participant agrees to abide by the terms of the enclosed Conditions of Participation, which form a part of this agreement, and acknowledges that information provided by Company/Participant to the Department of Commerce in connection with this event may be made available to the public.

Signature

Date

Print name and title

FOR ITA USE ONLY: UNITS: One AMOUNT US\$ _____

Approving DOC Officer/Organization	Signature	Date
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Form ITA-4008P (Rev. 10/30/99) • OMB No. 0625-0147 (Exp. 10/30/05) • U.S. Department of Commerce • ITA: This information collection is authorized by law (15 U.S.C. 1501 et seq.). Although you are not required to respond, no agreement may be concluded for Company/Participant's participation in a U.S. Department of Commerce-scheduled promotional event/service unless a completed Participation Agreement form has been received. Public reported burden for this collection of information is estimated to be 20 minutes per response, including the time for reviewing instructions and completing and reviewing the collection of information. Notwithstanding any other provision of law, no person is required to respond, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th St. and Constitution Ave. NW, Washington, DC 20230.

CONDITIONS OF PARTICIPATION

A. Criteria: Firms that participate in a U.S. Department of Commerce Catalog Exhibition must promote through the exhibition products or services that meet one of the following criteria: (1) Manufactured or produced in the United States. (2) If manufactured or produced outside of the United States, the product or service must be marketed under the name of a U.S. firm and have U.S. content representing at least 51 percent of value of the finished goods or services.

B. Within limits of available resources, the U.S. Department of Commerce agrees to: (1) Provide publicity to attract to the exhibition potential importers, distributors, agents, buyers, and end-users of the products or services featured in the exhibition. (2) Provide management staff to mount and operate the exhibition. (3) Provide space for the exhibition. (4) Provide each participant, following the close of the exhibition, the names of those firms or individuals identified as having specific interest in the participant's products or services. (5) After the exhibition, place the catalogs with U.S. Foreign Commercial Service post libraries, trade associations, or other suitable institutions, or use them in additional promotional events, where appropriate, to provide continuing market exposure.

C. The participant agrees to: (1) Make a financial contribution in the amount specified to the U.S. Department of Commerce for use in funding all services provided to the participant, including marketing, operating, and hospitality costs of the event, and other international trade promotional activities. A signed Participation Agreement (Form ITA 4008P) is to be submitted with the contribution. (2) The International Catalog Exhibition Program will accept a single participation agreement from a multi-account export representation organization on behalf of up to three clients for participation on a project. However, not more than two such agreements will be accepted from any single multiple-account representation organization (or its affiliates) for any single project. Individual firms (or export representation organizations) may continue to submit individual applications on behalf of individual firms. (3) Furnish required number of catalogs and other requested information on exhibitor's firm, its products, and participation objectives. (4) Ship catalogs and sales literature according to shipping and marketing instructions furnished by the Department. (5) Reply promptly to any business inquiries generated by participation. (6) When requested by the Department, contribute information on sales results and agency agreements concluded or under negotiation. If the

participant requests particular information to be treated confidentially, the Department will honor the request to the extent possible under applicable law.

D. Other Conditions: (1) The Department assumes no liability for damages or losses resulting from or related to the failure of the participant to comply with the provisions of these **Conditions of Participation**. If the exhibition is canceled or rescheduled, or the exhibitor's literature does not arrive overseas in time for display, the participant waives all claims for liability against the U.S. Government for damages or losses to the participant. (2) If, for any reason, the participant cancels its participation, its full financial contribution will not be refunded unless written notice of cancellation is received by the Department at least 21 days before the date of the event. (3) The U.S. Department of Commerce may cancel an exhibition or the participation of any company for the convenience of the U.S. Government. In the event such a cancellation occurs, any contribution made by the participant will be refunded. (4) All applications for participation in the exhibition are subject to approval by the Department. (5) While the Department will make every effort to facilitate a successful exhibition, it is understood and agreed that the Department does not guarantee in any way the success of the exhibitor or the sales efforts of any participant. The only contractual obligations the Department assumes are those expressly made herein or mutually agreed to by an amendment in writing.

Commerce programs are accessible to people with disabilities. This document can be converted to an alternative form for applicants with disabilities. Requests for this type of assistance should be directed to your nearest Commerce Department Export Assistance Center.